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Listing of Claims 1-17 Rec'd PCT/PTO 03 JUN 2005

1. (Original)   A method of controlling content rendering to one or more content rendering devices associated with a consumer environment comprising:

a) receiving an initial content reference from within the consumer environment;

b) identifying zero or more equivalent content references associated with the initial content reference;

c) selecting a preferred equivalent content reference associated with the consumer environment from the initial content reference and the equivalent content references;

d) rendering a content instance described by the preferred equivalent content reference on a first content rendering device.

2. (Original)   The method as set forth in claim 1 wherein the first content rendering device is selected from the group consisting of a radio, an audio telephone, a personal digital assistant, a personal computer, a television, a video telephone, and similar devices.

3. (Original)   The method as set forth in claim 1 wherein the initial content reference is received from a user interface associated with the consumer environment.

4. (Original)   The method as set forth in claim 1 wherein the initial content reference is received from a first content rendering device associated with the consumer environment.

5. (Original)   The method as set forth in claim 1 wherein the equivalent content instances include at least one of the group consisting of audio content instances, video content instances, and multimedia content instances.

6. (Original)   The method as set forth in claim 1, prior to step a), further including: compiling one or more equivalent content references for content instances available to the consumer environment.

7. (Original)   The method as set forth in claim 6 wherein the equivalent content references are compiled by a content equivalency server associated with the consumer environment.

8. (Original)   The method as set forth in claim 7 wherein the equivalent content references are at least partially generated from one or more of:

links associated with one or more available content instances to one or more equivalent content instances;

metadata associated with one or more available content instances;

the content equivalency server; and

an equivalent content information provider and communicated to the content equivalency server.

9. (Original)   The method as set forth in claim 1 wherein the preferred equivalent content reference is selected automatically.

10. (Original)   The method as set forth in claim 9 wherein the automatic selection is at least partially based on at least one of:

a cost to render a content instance associated with the preferred equivalent content reference;

quality of the content instance associated with the preferred equivalent content reference; and

a user profile/preference restricting the types of equivalent content that are identified.

11. (Original)   The method as set forth in claim 1 wherein the preferred equivalent content reference is selected by a user from a user interface associated with the consumer environment.

12. (Original)   The method as set forth in claim 11 wherein a suggested preferred equivalent content reference is automatically provided to the user via the user interface prior to selection of the preferred equivalent content reference by the user.

13. (Original)   The method as set forth in claim 1, further including:
determining that an alternate content reference is preferred and returning to step b).

14. (Original)   The method as set forth in claim 1, further including:
determining that an alternate equivalent content reference is preferred and returning to step c).

15. (Original)   The method as set forth in claim 1, further including between steps b) and d):

 selecting a preferred content rendering device associated with the consumer environment, the preferred content rendering device being compatible with a content instance associated with the preferred equivalent content reference, the content rendered in step d) being rendered on the preferred content rendering device.

16. (Original)   The method as set forth in claim 15 wherein the preferred content rendering device is selected automatically.

17. (Original)   The method as set forth in claim 15 wherein the preferred content rendering device is selected by a user from a user interface associated with the consumer environment.

18. (Original)   The method as set forth in claim 15, further including:
determining that an alternate content rendering device is preferred and returning to step c).

19. (Currently Amended)   A consumer environment (12), comprising:

 a) a means (14, 16, 22, 24, 26, 28) for receiving an initial content reference from within the consumer environment;

 b) a means (14, 16, 20) for identifying zero or more equivalent content references associated with the initial content reference;

c) a means (16, 22, 24, 26, 28) for selecting a preferred equivalent content reference associated with the consumer environment from the initial content reference and the equivalent content references; and

d) a means (22, 24, 26, 28) for rendering a content instance described by the preferred equivalent content reference on a first content rendering device.

20. (Currently Amended)   The consumer environment (12) as set forth in claim 19, further including:

e) a means (16, 22, 24, 26, 28) for selecting a preferred content rendering device associated with the consumer environment, which preferred content rendering device is compatible with the content instance associated with the preferred equivalent content reference, the step (d) means (22, 24, 26, 28) renders the content instance on the preferred content rendering device.

21. (Currently Amended)   A consumer environment (12), comprising:

a consumer network (14);

a receiver (18) in communication with the consumer network and adapted to receive a plurality of content instances from service providers;

a content equivalency server (20) in communication with the consumer network to store content equivalency information associated with the plurality of content instances;

a first content rendering device (22, 24, 26, 28) in communication with the consumer network, for selectably rendering a particular content instance; and

a controller (16) in communication with the consumer network to receive a content reference and, based on the content reference, 1) to select a preferred content reference from a plurality of content references describing the plurality of content instances and 2) to render a content instance described by the preferred content reference to the first content rendering device.

22. (Currently Amended)   The consumer environment (12) as set forth in claim 21, further including:

one or more additional content rendering devices (22, 24, 26, 28), each in communication with the consumer network, for selectably rendering a content instance,

wherein the controller is to select a preferred content rendering device from the first and additional content rendering devices based on the initial content reference, wherein the content instance rendered by the controller is rendered to the preferred content rendering device.